

EXHIBIT 50

Message

From: felt@chromium.org [felt@chromium.org]
Sent: 12/9/2013 9:56:50 PM
To: palmer@chromium.org; somast@chromium.org; somast@google.com; glen@chromium.org; nyquist@chromium.org; battre@chromium.org
CC: chromium-reviews@chromium.org
Subject: Re: Simplify the Incognito NTP. (issue 101533003)

On 2013/12/09 19:43:59, Chromium Palmer wrote:

> It's Glen's string, so I think he approves. (He approved the Android side
> of
> this CL.)

> I think the string is perfectly clear about what Incognito does and
> doesn't
do.

> If a user wonders, "Does this mean ad companies can't track me?" they can
> see
> that "Going incognito doesn't affect the behavior of other people,
> servers,
> software..." answers that question. And we affirmatively state that
> Incognito
> *does* prevent incognito browsing from going into your browser history.

> It no longer says, "Be wary [whatever that is supposed to mean], of ..."
> which

I

> think is an improvement.

> If the blob of text is too big, we can break it up into multiple
> paragraphs.

We

> could get rid of the "people standing behind you part", which we intend
> humorously but which (IMHO) starts to sound sarcastic.

> But really, people pay attention to the name "Incognito" and the Spy Guy
> icon,
> and people draw incorrect conclusions from there. As you know I have
> proposed
> fixing that.

Maybe this would be worth bringing up in the Incognito meeting on wed?

<https://codereview.chromium.org/101533003/>